

	Pa	d te,	remote,	llite		ú	ů.		
	Hardware Involved	ō >	ation, nternet, r TV	User station, satellite receiver, video output interface	User station	User station, remote, customer's amp, speakers and TV	User station, remote, customer's amp, speakers and TV	User station, CD burner, customer	
1 1 (2 1 (1 1	Description	Customer looks at recently updated "catalog" of available music selections on his TV using the graphical user interface. Use remote to page through information.	Customer uses user station, remote and TV screen to order standard or customized CD. Order communicated to central controller by Internet or modem. Central controller issues decoding and encryption key(s), selection locations and order number to user station for preview.	Music selections are downloaded during early morning transmission hours as encrypted, compressed files through customer's satellite dish and receiver to hard disk in user station. User station selects correct TV channel on receiver using IR link.	User station uses decoding key(s) to decode downloaded file(s) so that full quality music is on disk drive (or other storage medium) in user station. Customer order number is hidden within this music based upon encryption information received during ordering process.	Brief portions of downloaded selections may be "previewed" by the customer along with the entire selection that has been "hobbled" by removing information to degrade music quality and prevent reconstruction of music.	Customer plays full-quality selection through his hi-fi or TV sound system with post billing back his account via later modem/Internet communication with the central controller. Playing may include graphics, written jacket information, or hearing impaired cues shown on customer's TV	Full-quality CD that can be heard on any CD player is burned with order number (ID tag) hidden in the music. (Burning process does not need to be anick)	1
- 1	Mode Name	Selection	Ordering	Downloading	Decoding	Previewing	Playing	CD Delivery	
	Step	-	2	Ю	4	ر. د	9	7	

Fig. 2

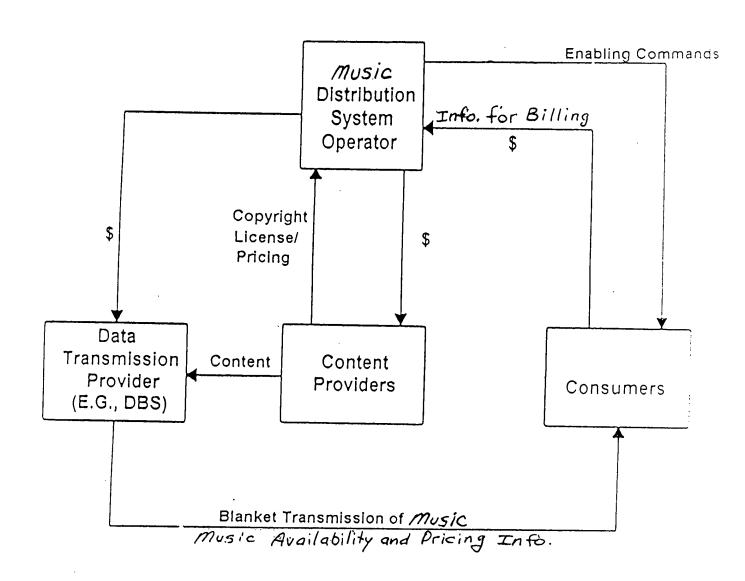


FIG. **5** 

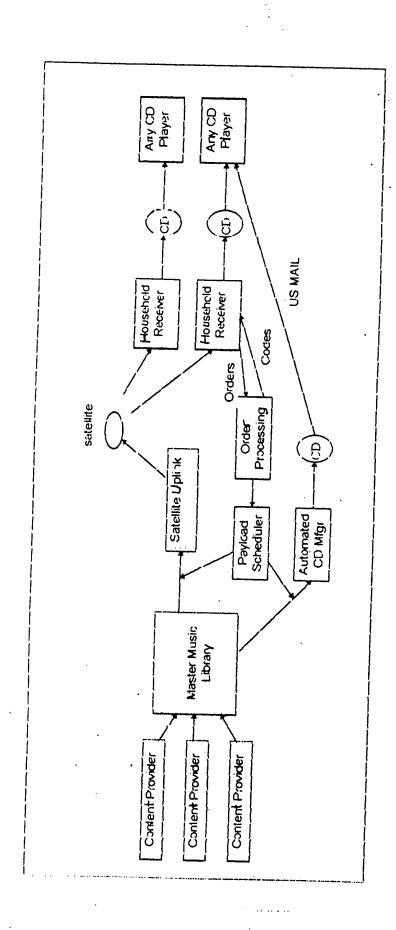


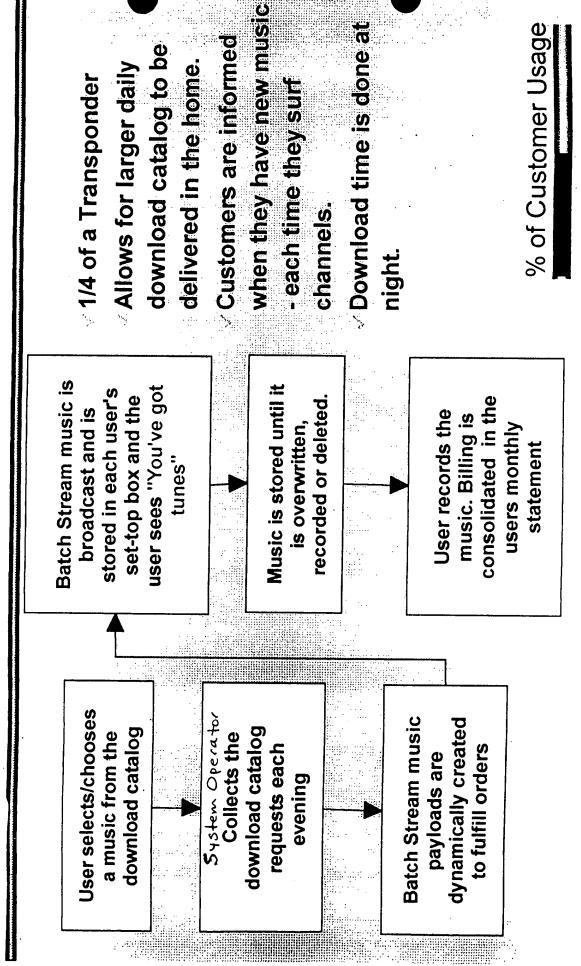
Fig. 6

## Streaming During the Day

% of Customer Usage available during the day <a>Singles and Full length</a> ✓ Top songs are always 4/4 of a Transponder Minimin waretme Simple to select "on-demand" Billing is automatic and consolidated in their monthly statement requested music off Music channel until downloaded. (every "You've got tunes" User records the User selects top interface flashes User leaves the hour) The user the content is channel on the the menu music

Percent of Catalog

### Batch Stream at Night



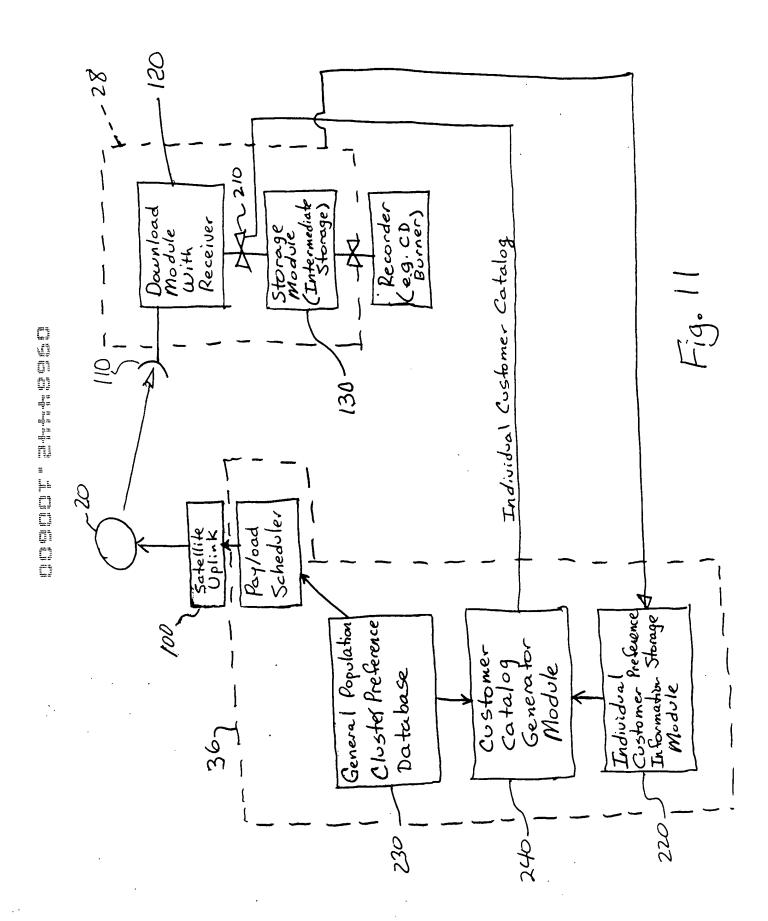
Percent of Catalog

F.9.8

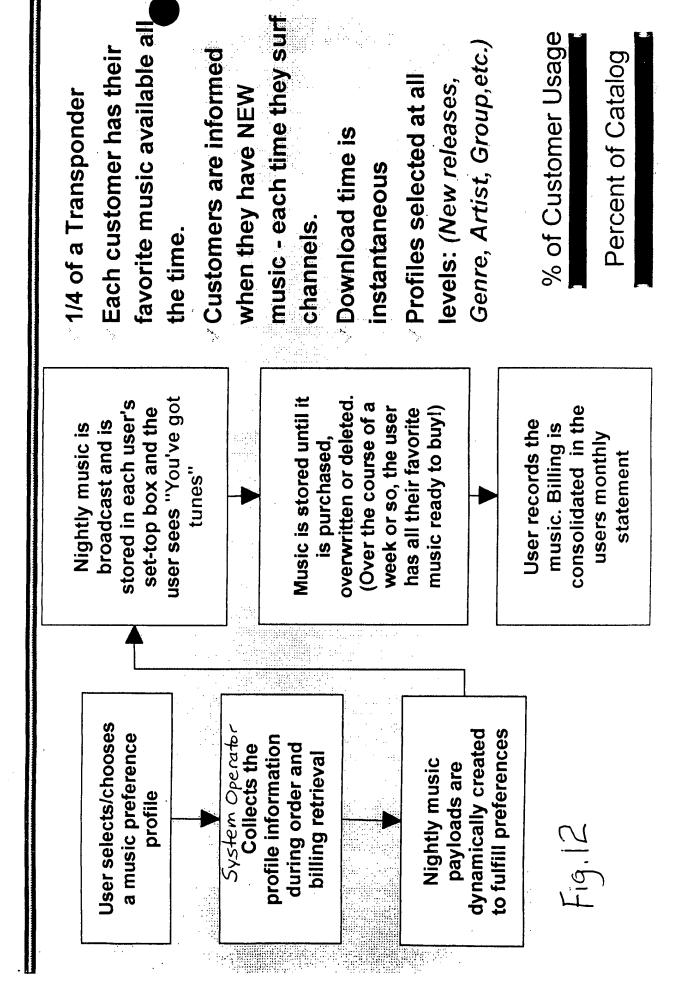
Select Music Style Preferences	- Jazz  - Latin  - Metal  - New Age  - Opera & Vocal  - Pop & Rock  - R&B/Soul
lect Music	Comedy Dance & DJ Easy Listening Electronic Folk Hip Hop/Rap
S	Alternative Blues Books & Spoken Children's Music Christian & Gospel Classical

Fig. 9

All The Way...A Decade of Song Order now, click here Celine Dion Customer Service Account Status • Artist 1 - Artist 5 - Artist 3 - Artist 4 ∧ Female Artists A Top 20 Artists A Subgroup A All by Artist / **△ Male Artists** A All by Song this month this month Group **∆** Bands Artist() Books & Spoken Children's Music Song 🚇 Easy Listening Opera & Vocal - Hip Hop/Rap International - Dance & DJ Pop & Rock Alternative Christian & Electronic R&B/Soul Classical New Age Country - Comedy Gospel Blues Search Latin - Metal Fok Jazz



## Profile-based Streaming



# Promotion-based Streaming

Record Labels decide to push selected music as a promotion

System Operator packages the ads and music content

The ads and music content are broadcast to all users or selected users based on broad profile information

Promotional music is advertised to the user through an Ad or by a flashing message "You've got NEW tunes"

Promotional music is stored until it is purchased, overwritten or deleted.

User records the music. Billing is consolidated in the users monthly statement

√1/4 of a Transponder

- Promotional music can be sent to all or targeted users that will likely buy.
- Customers are informed

  When they have NEW

  music each time they surf
  channels.
- Sound Track Promotions can also be coordinated with movie schedules
- Download time is instantaneous

% of Customer Usage

Percent of Catalog

Fig. 13

#### Quick-Ship Overnight

Allows for full music Consolidated billing Customers get a day. System Operator Billing is consolidated in the users monthly ships the CD's out to the customer 1.6.14 overnight. statement System Operator Burns in CD's for User selects/chooses Systemoperato packages them with quick-ship catalog quickship catalog a music from the Collects the color CD jackets each order and requ sts each evening

catalog - millions of songs personalized CD the next No bandwidth required

% of Customer Usage

Percent of Catalog

	Customers with CD Burner					
	Custome Burner					
100 40 20 20 40 40 40 40 40 40 40 40 40 40 40 40 40	Q					
	Customers w/o CD 3urner					
	Custom Burner					
		/ atalog)	load	night k-ship"	Stream	
	·	g the day townload ಜ	t night s from down	ream at brary "Quic	used Sinsic p	night
		Steaming during the day (Top releases from download catalog)	Batch stream at night (All ordered releases from download catalog)	Profile based stream at night (Releases from full library "Quick-ship" catalog)	Promotion based Stream promotional music pushed by Record Labell	Quick-ship overnight (Full library catalog)
	's estimate	Steam (Top rele	Batch (All order catalog)	Profile (Release catalog)	Promo (Promo 64 Ro	Quick-s (Full librar

Fig. 15